

Burson

To: Steve Parrish, Tom Borelli  
From: Gary Auxier, Tom Humber  
Re: Feb. 3 Meeting  
Date: Jan. 31, 1992

The following list of items for discussion covers outstanding projects and other issues PM should address in the near term.

✓ 1. Facilitator for ETS communications. <sup>3 Feb 24<sup>th</sup></sup> <sub>March 11, 13</sub> Set date <sup>3 Feb 7<sup>th</sup></sup> <sub>March 9</sub>

2. Hart survey status. SIPI → March 15<sup>th</sup>

3. EPA Day strategy. The PM reaction on EPA day could take several forms, depending on how EPA handles the announcement. The international strategy will be different than the U.S. strategy no matter what, and may require a more intensive effort. Potential domestic responses:

- No response. Let TI handle the response in the United States.
- Issue a press release, but don't seek media attention; however, respond to any media inquiries.
- Full-blown response, seeking out press and other media opportunities.

Another option is to take a low-key approach with the U.S. press in any event, while concentrating your efforts internationally. ETS is a completely different issue overseas than here, and probably will be an issue for much longer, so it may be in your best interests to focus your efforts in this direction on EPA day.

A more detailed memo on the various response options will be forwarded later in the week.

4. Additional materials for EPA Day.

a. Press release (undergoing revision/BM) <sup>→ draft completed Feb 19<sup>th</sup></sup>

b. Q&A (being prepared/BM)

c. Mike Miles letter/video (being prepared/BM) <sup>→ sent 3/3<sup>rd</sup></sup>

d. White paper (undergoing revision/legal) <sup>→</sup> This week 3

e. Borelli video (undergoing revision/legal) →

f. strategy for dealing w/analysts (?) <sup>EPA no regulation</sup>  
<sub>no new R&B  
no data base/consensus</sub>

5. Possible pro-active strategies. The 90-day moratorium on EPA regulatory activity creates the best climate yet to re-consider pro-active strategies that have been presented in

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the past. Additionally, it presents an opportunity to re-evaluate and update the status of the following strategies:

- a. Energy and Commerce Committee investigation (Bliley)
- b. Form 990s for SPI
- c. Challenging EPA credibility:
  - i. Forbes article
  - ii. Our man in Columbus
  - iii. Investigative news story on EPA contract violations
- d. Potential Wally Olsen story on airline stewardesses' suit (Feb 18<sup>th</sup>)

6. IAQ - Ventilation 2 weeks

There is a need to develop an overall IAQ strategy for PM. Tom B. and Lisa V. are working on a comprehensive list/memo of all projects presently being performed by all parties and the timing and priorities of these projects. In addition, they are outlining a plan for utilizing these projects in the overall scheme of things. Some of the projects to be addressed in this plan are:

*\*pm's IAQ policy - Task Force*

- a. F.A.C.T. →
- b. Potential nationwide poll on SBS →
- c. NCPA paper →
- d. IAQ in schools/PTA →
- e. VNRs →
- f. Frisch video →
- g. Clips and story generation → *pm Editorial Services*
- h. Presence of Legionnaire's bacteria in buildings →
- i. 3rd party spokespersons →
- j. Info. on economic impact of regulation →
- k. Identification and use of experts →
- M. VPI/Woods* →
- N. Meckler* →
- O. Airlines/HealthLink* →
- L. EnviroGene* →

PM needs to focus on the future, to create a consistent, company-wide position and strategy on IAQ, and to coordinate activities for maximum effectiveness. This should be a step in the right direction.

7. Potential items of concern for PM response:

- a. appointment of Samet, Daynard and Levin to ASHRAE committee on ventilation standards.
- b. Banzhaf petition to separate out ETS from indoor air quality at OSHA.
- c. PTA guide for schools on IAQ. EPA has stated its intention to provide an IAQ guide for schools this year.

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